



Detailed Description of the Drawings

| Figure | Label # | Label | Description |
|--------|---------|----------------------------|---|
| 1 | 10 | STORE POS CONTROLLER | PART OF THE SYSTEM THAT CONTROLS THE CASH REGISTER POS CHECKOUTS 14 IN A STORE |
| 1 | 12 | STORE POS LOOP | THE INSTORE NETWORK THAT CONNECTS ALL THE CHECKOUTS 14 TO THE STORE POS CONTROLLER 10 |
| 1 | 14 | CASH REGISTER POS CHECKOUT | PRODUCTS ARE SCANNED AND TOTALED AT THE CASH REGISTER POS CHECKOUT |
| 1 | 16 | STORE POS SYSTEM | THE CHECKOUT FUNCTION PART OF THE RETAIL POS SYSTEM 18 |
| 1,2 | 18 | RETAILER POS SYSTEM | THE STORE SYSTEM THAT OPERATES THE CHECKOUT FUNCTION AND OTHER FUNCTIONS; CONNECTED TO THE INSTORE SYSTEM 28 (FIG. 2) THE PRESENT INVENTION'S INSTORE SYSTEM OBTAINS DATA, MEANING TRANSACTION AND SHOPPER INFORMATION, DIRECTLY FROM THE RETAILER POS SYSTEM BY MEANS OF A 3 RD PARTY NETWORK POS CARD, OR BY MEANS OF A WEB-SERVICE OR NETWORK REQUEST TO RETAILER REMOTE DATABASE 20, OR RETAILER IN-STORE DATABASE 22. |
| 1,2 | 20 | RETAILER REMOTE DATABASE | REMOTE RETAILER DATABASE THAT IS NOT LOCATED IN-STORE, STORES DATA FROM RETAILER POS SYSTEM 18 ; CONNECTED TO THE NETWORK 26 (FIG. 2) |

| Figure | Label # | Label | Description |
|---------------|----------------|------------------------------|--|
| 1,2 | 22 | RETAILER IN-STORE DATABASE | RETAILER DATABASE THAT IS LOCATED IN-STORE, STORES DATA FROM RETAILER POS SYSTEM 18 |
| 2 | 24 | RETAILER INFORMATION SYSTEMS | THE AGGREGATED OF THE RETAILER POS SYSTEM AND RETAILER REMOTE DATABASE |
| 2,3 | 26 | NETWORK | NETWORK OF ANY TYPE AND DESCRIPTION INC. INTERNET, PRIVATE NETWORKS, FRAME SATELLITE, WIRELESS ETC. |
| 2,3,4 | 28 | INSTORE SYSTEM | INSTORE SYSTEM COMPRISED OF DEVICES SUCH AS COMPUTERS, CONTROLLERS, 3 RD PARTY NETWORK POS CARDS, WIRELESS BASE STATIONS AND OTHER EQUIPMENT TO SUPPORT THE OPERATION OF THE SOLUTION |
| 2,3 | 30 | REMOTE HOST | THE SYSTEM HOSTED THAT ENCOMPASSES A CLIENT CAMPAIGN PORTAL SERVER TO SETUP MARKETING, PROMOTION OPTIMIZATION AND COUPON DELIVERY, AS WELL AS A DEVICE MANAGER SERVER TO OPERATE MARKETING, PROMOTION OPTIMIZATION, AND COUPON DELIVERY, AS WELL AS A DIRECT CONNECTION TO A PRIVATE REMOTE DATABASE SERVER, ALL IN A SECURE AND MISSION-CRITICAL ENVIRONMENT |
| 2,3 | 32 | REMOTE DATABASE | A DATABASE |
| 2 | 34 | REMOTE 3RD PARTY DATABASE | A DATABASE |

| Figure | Label # | Label | Description |
|---------------|----------------|---|---|
| 3 | 36 | SECURE WEB PAGES | SECURE WEB PAGES THAT CLIENTS USE TO ACCESS THE CLIENT CAMPAIGN PORTAL SERVER TO SETUP MARKETING, PROMOTION OPTIMIZATION AND COUPON DELIVERY ON THE REMOTE HOST |
| 3 | 44 | MOVEABLE "DEVICE" AT END-CAP DISPLAY AND EXIT | A COMBINATION OF COMPONENTS INCLUDING INDUSTRY STANDARD PRICE CHECKERS AND PRINTER(S), FORMING A MOVEABLE "DEVICE", WHICH IS LOCATED AT AN END-CAP DISPLAY AT THE END OF A MERCHANDISE AISLE, OR LOCATED AT THE EXIT DOOR |
| 3 | 46 | MOVEABLE "DEVICE" AT SERVICE DESK & OUTSIDE DISPLAY | A COMBINATION OF COMPONENTS INCLUDING INDUSTRY STANDARD PRICE CHECKERS AND PRINTER(S), FORMING A MOVEABLE "DEVICE", WHICH IS LOCATED AT AN END-CAP DISPLAY AT A SERVICE DESK, OR LOCATED AT AN OUTSIDE DISPLAY |
| 3 | 48 | MOVEABLE "DEVICE" AT MERCHANDISE AISLE & ENTRY | A COMBINATION OF COMPONENTS INCLUDING INDUSTRY STANDARD PRICE CHECKERS AND PRINTER(S), FORMING A MOVEABLE "DEVICE", WHICH IS LOCATED IN A MERCHANDISE DISPLAY, OR LOCATED AT AN ENTRY DOOR |
| 3 | 50 | MOVEABLE "DEVICE" AT POS CHECKOUT | A COMBINATION OF COMPONENTS INCLUDING INDUSTRY STANDARD PRICE CHECKERS AND PRINTER(S), FORMING A MOVEABLE "DEVICE", WHICH IS LOCATED AT A CHECKOUT AT THE POS |

| Figure | Label # | Label | Description |
|---------------|----------------|-----------------------|---|
| 3,4 | 54 | MOVABLE "DEVICES" | THE CONNECTIONS USED TO CONNECT THE MOVABLE WIRELESS OR WIRED "DEVICES" TO THE INSTORE SYSTEM |
| | | CONNECTIONS | |
| 3 | 56 | LOCATION DESCRIPTION: | A DISTINCT LOCATION FOR MOVEABLE "DEVICE" ANY MOVEABLE "DEVICES" SPECIFICALLY WHERE SHOPPERS DECIDE WHAT TO LOCATED AT A POINT OF BUY, AS OPPOSED TO THE POS CHECKOUT WHERE PURCHASE DECISION NOT SHOPPERS PAY FOR PURCHASES THEY HAVE ALREADY AT POS CHECKOUT DECIDED TO BUY |
| 4 | 60 | "DEVICE" COMPONENT: | PRINTER COMPONENT WHICH IS ADDED TO INDUSTRY PRINTER(S) STANDARD PRICE CHECKERS, TO MAKE A MOVEABLE "DEVICE". |
| 4 | 62 | "DEVICE" COMPONENT: | INPUT COMPONENT SUCH AS A SCANNER, RFID OR INPUT FROM SCANNER, MAGSTRIPE READER, THAT MAKES UP PART OF AN RFID, MAGSTRIPE INDUSTRY STANDARD PRICE CHECKER, WHICH WHEN COMBINED WITH A PRINTER MAKES A MOVEABLE "DEVICE". |
| 4 | 64 | "DEVICE" COMPONENT: | DISPLAY COMPONENT SUCH AS A SCREEN OR DISPLAY SCREEN STANDARD PRICE CHECKER, WHICH WHEN COMBINED WITH A PRINTER MAKES A MOVEABLE "DEVICE". |

| Figure | Label # | Label | Description |
|---------------|----------------|---|--|
| 4 | 66 | "DEVICE" COMPONENT: | DISPLAY COMPONENT SUCH AS AN INPUT BUTTON, OR INPUT SCREEN, INPUT BUTTON(S) |
| | | | TOUCHSCREEN BUTTON IMAGE, THAT MAKES UP PART OF AN INDUSTRY STANDARD PRICE CHECKER, WHICH WHEN COMBINED WITH A PRINTER MAKES A MOVEABLE "DEVICE". |
| 4 | 68 | COMPONENTS THAT | COMPONENTS THAT TOGETHER MAKE UP INDUSTRY TOGETHER MAKE UP |
| | | | STANDARD PRICE CHECKERS, SPECIFICALLY LACKING INDUSTRY STANDARD |
| | | | AN INTEGRATED PRINTER |
| | | | PRICE CHECKERS, |
| | | | SPECIFICALLY LACKING AN |
| | | | INTEGRATED PRINTER |
| 4 | 80 | COMPONENTS THAT | COMPONENTS THAT TOGETHER MAKE UP MOVEABLE |
| | | | TOGETHER MAKE UP |
| | | | "DEVICE" AS DESCRIBED IN PRESENT INVENTION, |
| | | | MOVEABLE "DEVICE" AS |
| | | | COMPRISED OF INDUSTRY STANDARD PRICE CHECKER |
| | | | DESCRIBED IN PRESENT |
| | | | AND A PRINTER COMPONENT |
| | | | INVENTION |
| 5 | M300 | START | |
| 5 | M302 | BUTTON PUSH OR SCAN/SWIPE DETECTED? | YES - THE READY STATE OF THE PRESENT INVENTION HAS BEEN INTERRUPTED AND THERE HAS BEEN AN INPUT; NO - THE PRESENT INVENTION REMAINS IN A READY STATE |

| Figure | Label # | Label | Description |
|---------------|----------------|---|---|
| 5 | M304 | SCAN/SWIPE DETECTED? | YES - THE PRESENT INVENTION DETERMINES THAT THE MOVEABLE "DEVICE" HAS A SCAN OR A SWIPE INPUT ; NO - BY DEFAULT IT IS A BUTTON PUSH |
| 5 | M306 | PROCESSING OF BUTTON PUSH INPUT | |
| 5 | M308 | GENERATE TARGETED DISPLAY SCREENS, ISSUE COUPON, UPDATE DATABASE | THE MOVEABLE "DEVICES" ISSUES A COUPON AND DISPLAYS SCREENS AS DETERMINED BY THE PRESENT INVENTION |
| 5 | 310 | PRODUCT OR COUPON BARCODE? | YES – THE PRESENT INVENTION DETERMINES THAT THE MOVEABLE "DEVICE" HAS A SCAN OR A SWIPE INPUT THAT IS A PRODUCT OR COUPON BARCODE ; NO – BY DEFAULT IT IS A FREQUENT SHOPPER OR LOYALTY CARD, OR AN UNKNOWN SCAN/SWIPE |
| 5 | M312 | PROCESSING OF PRODUCT OR COUPON BARCODE SCAN/SWIPE | |
| 5 | M314 | GENERATE TARGETED DISPLAY SCREENS, ISSUE COUPON, UPDATE DATABASE | THE MOVEABLE "DEVICES" ISSUES A COUPON AND DISPLAYS SCREENS AS DETERMINED BY THE PRESENT INVENTION |

| Figure | Label # | Label | Description |
|---------------|----------------|---|---|
| 5 | M316 | FREQUENT SHOPPER OR LOYALTY CARD, OR UNKNOWN SCAN/SWIPE? | YES - THE PRESENT INVENTION DETERMINES THAT THE MOVEABLE "DEVICE" HAS A FREQUENT SHOPPER OR LOYALTY CARD INPUT ; NO - BY DEFAULT IT IS AN UNKNOWN SCAN/SWIPE |
| 5 | M318 | PROCESSING OF SHOPPER OR LOYALTY CARD SCAN/SWIPE | |
| 5 | M320 | GENERATE TARGETED DISPLAY SCREENS, ISSUE COUPON, UPDATE DATABASE | THE MOVEABLE "DEVICES" ISSUES A COUPON AND . DISPLAYS SCREENS AS DETERMINED BY THE PRESENT INVENTION |
| 5 | M322 | PROCESSING OF UNKNOWN SCAN/SWIPE | |
| 5 | M324 | END | |

| Figure | Label # | Label | Description |
|---------------|----------------|--|---|
| 6 | M400 | START | |
| 6 | M402 | HAS ELECTRIC POWER BEEN DISRUPTED? | YES - THE READY STATE OF THE PRESENT INVENTION HAS BEEN INTERRUPTED AND THERE HAS BEEN A POWER DISRUPTION; NO - THE PRESENT INVENTION REMAINS IN A READY STATE |
| 6 | M404 | IS INSTORE SYSTEM ONLINE TO REMOTE HOST? | YES - PROCEED TO NEXT LEVEL OF RECOVERY; NO - ESCALATE PROBLEM |
| 6 | M406 | IS INSTORE SYSTEM ONLINE TO DEVICES? | YES - PROCEED TO NEXT LEVEL OF RECOVERY CHECK AND RESTORE DEVICE COMMUNICATIONS; NO - ESCALATE PROBLEM |
| 6 | M408 | CHECK AND RESTORE DEVICE COMMUNICATIONS | |
| 6 | M410 | ARE DEVICE COMMUNICATIONS RESTORED? | YES - PROCEED TO NEXT LEVEL OF RECOVERY SETUP AND TEST DEVICES; NO - ESCALATE PROBLEM |
| 6 | M412 | SETUP AND TEST DEVICES | |
| 6 | M414 | TEST OK? | YES - END; NO - ESCALATE PROBLEM |
| 6 | M416 | ESCALATE PROBLEM | WHEN PROBLEM ESCALATED, CYCLE THROUGH AGAIN |

| Figure | Label # | Label | Description |
|---------------|----------------|--|--|
| 6 | M418 | IF POWER DISRUPTED OR PROBLEM ESCALATED, CYCLE THROUGH AGAIN | |
| 6 | M498 | END | |
| 7 | M430 | START | |
| 7 | M432 | DEVICE OR INSTORE SYSTEM IP ADDRESS CHANGED? | YES - THE READY STATE OF THE PRESENT INVENTION HAS BEEN INTERRUPTED AND THERE HAS BEEN A CHANGE IN THE IP ADDRESS OF DEVICES OR THE INSTORE SYSTEM; NO - THE PRESENT INVENTION REMAINS IN A READY STATE |
| 7 | M434 | IF THERE HAS BEEN A CHANGE IN THE IP ADDRESS OF DEVICES OR THE INSTORE SYSTEM PROCEED TO GET IP ADDRESS | |
| 7 | M436 | GET NEW IP ADDRESS AND TRANSMIT TO INSTORE SYSTEM AND REMOTE HOST | |
| 7 | M438 | TRANSMIT NEW IP ADDRESS TO DEVICES | |

| Figure | Label # | Label | Description |
|---------------|----------------|---|--|
| 6,7 | M404 | IS INSTORE SYSTEM ONLINE TO REMOTE HOST? | YES - PROCEED TO NEXT LEVEL OF RECOVERY; NO - ESCALATE PROBLEM |
| 6,7 | M406 | IS INSTORE SYSTEM ONLINE TO DEVICES? | YES – PROCEED TO NEXT LEVEL OF RECOVERY CHECK AND RESTORE DEVICE COMMUNICATIONS; NO – ESCALATE PROBLEM |
| 6,7 | M408 | CHECK AND RESTORE DEVICE | |
| 6,7 | M410 | ARE DEVICE COMMUNICATIONS RESTORED? | YES - PROCEED TO NEXT LEVEL OF RECOVERY SETUP AND TEST DEVICES; NO - ESCALATE PROBLEM |
| 6,7 | M412 | SETUP AND TEST DEVICES | |
| 6,7 | M414 | TEST OK? | YES - END; NO - ESCALATE PROBLEM |
| 6,7 | M416 | ESCALATE PROBLEM | WHEN PROBLEM ESCALATED, CYCLE THROUGH AGAIN |
| 7 | M488 | IF POWER DISRUPTED OR PROBLEM ESCALATED, CYCLE THROUGH AGAIN | |
| | M498 | END | |